

Brand

Agency

Advertiser

Product

Ste 306 600 Fairmount Ave Mentzer Media Services Towson, MD 21286

Phone/Fax

Buyer Name Sales Office Salesperson Contract #

Schedule Dates

10/29/12-11/06/12 1399748

POLITICAL ISSUE (ns) (1187) Mentzer Media Services (1381) Center for Women-Legislative Act Co (74872)

CLOYD, ELISE CWA-LEGISLATIVE ACT (482107) (215) 564-1206 / (215) 564-1103 TeleRep/DC, Washington DC (2995) TeleRep Washington DC

National/Political Issue Agency BRD

Sales Tax

Account Types

Comments Billing Type

CWA-LEGISLATIVE ACT

Demo 0 0 0 0 Last Modified Entered By Headline # Date Entered 10/24/12

Order Type Package Deal Commission Commission %

Net Total

Salt Lake City (KUTV)

By Broadcast Month Spots

		9						
\$118,022.50	\$20,827.50	15.00	Normal	A35+	06394497	No	10/24/12 Katie Freckleton	10/1/11
***************************************	Andrea schanner					Grand Total:		By Broadcast Month
						53	53	Spots
						\$138,850.00	\$138,850.00	Kate

		10/25/101	/0/	3	Peto	2	M	HALL Repulstor					
	Comments:	Date:)n:	Accepted-Station:	Date:			Accepted-Agency/Advertiser:	Accepted
			RACT	Š	SNO	ATIO	RM	CONFIRMATION CONTRACT					
\$6,250.00 Salt Lake City (KUTV)	\$6,250.00	\$6,250.00	ь		1			:30 8P- CBS-Person of Interest (Thursday)	:30 84	ъ-	11/01/12-11/01/12	11.0 Normal Line / Prime (11)	11.0
\$7,500.00 Salt Lake City (KUTV)	\$7,500.00	\$7,500.00	н					:30 9P- CBS-CSI Crime Scene Investigation (Wednesday)	:30 9F	н	10/31/12-10/31/12	10.0 Normal Line / Prime (10)	10.0
\$6,250.00 Salt Lake City (KUTV)	\$6,250.00	\$6,250.00	н			н		:30 8P- CBS-NCIS: Los Angeles (Tuesday)	:308	ъ.	10/30/12-10/30/12	9.0 Normal Line / Prime (9)	9.0
\$7,500.00 Salt Lake City (KUTV)	\$7,500.00	\$7,500.00	H			-		:30 6:57:26P- CBS-NCIS (Tuesday)	:306:	ь	10/30/12-10/30/12	8.0 Normal Line / Prime (8)	8.0
\$6,250.00 Salt Lake City (KUTV)	\$6,250.00	\$1,250.00	5	×	×	×	5 ×	:30 10:35P- 11:38P (MST)	:30 10	ш	10/29/12-11/02/12	7.0 Normal Line / SPOT (7)	7.0
\$25,000.00 Salt Lake City (KUTV)	\$25,000.00	\$5,000.00	ъ	1	1 1	1 1	рц.	:30 10P- 10:35P (MST)	:30 10	ш	10/29/12-11/02/12	6.0 Normal Line / News (6)	6.0
\$7,500.00 Salt Lake City (KUTV)	\$7,500.00	\$2,500.00	з	×	×	×	×	:30 6P- 6:30P (MST)	:30 GF	ш	10/29/12-11/02/12	5.0 Normal Line / News (5)	5.0
\$9,400.00 Salt Lake City (KUTV)	\$9,400.00	\$1,880.00	υ ₁			-	p=4	:30 SP- 5:30P (MST)	:30 5	ш	10/29/12-11/02/12	4.0 Normal Line / News (4)	4.0
\$3,150.00 Salt Lake City (KUTV)	\$3,150.00	\$630.00	5	×	×	×	ъ ×	:30 12P- 1P (MST)	:30 12	ш	10/29/12-11/02/12	3.0 Normal Line / News (3)	3.0
\$3,150.00 Salt Lake City (KUTV)	\$3,150.00	\$630.00	ъ	×	×	×	ъ Х	:30 8A- 9A (MST)	:30 8/	ш	10/29/12-11/02/12	2.0 Normal Line / SPOT (2)	2.0
\$4,680.00 Salt Lake City (KUTV)	\$4,680.00	\$1,560.00	ω	×	×	×	ω ×	:30 6A- 8A (MST)	:30 6/	ь	10/29/12-11/02/12	1.0 Normal Line / News (1)	1.0
Station	Total	Rate	Spots	Fr Sa Su	We Th F	Tu W	SPW Mo	Run Times Si	Length	Sec	Dates	Line Type / Break Type (Ref #)	Line

B/E Bookend P/B Piggy Back

Printed At: 02:15 PM on Thursday, October 25 2012



Ste 306 Mentzer Media Services 600 Fairmount Ave Towson, MD 21286

Comments

CWA-LEGISLATIVE ACT

National/Political Issue Agency BRD

Sales Tax Net Total

\$118,022.50

Billing Type Account Types Phone/Fax Buyer Name

(215) 564-1206 / (215) 564-1103

CLOYD, ELISE

Sales Office Salesperson

Contract # 1399748 10/29/12-11/06/12

CWA-LEGISLATIVE ACT (482107) TeleRep Washington DC TeleRep/DC, Washington DC (2995) POLITICAL ISSUE (ns) (1187) Center for Women-Legislative Act Co (74872) Mentzer Media Services (1381)

Brand

Agency

Advertiser Schedule Dates

Product

Demo **Entered By** Commission Commission % Package Deal Order Type Headline# လ မှ Last Modified Date Entered A35+ 06394497 \$20,827.50 Katie Freckleton 10/24/12 10/24/12 Normal

Grand Total:

Salt Lake City (KUTV)
By Broadcast Month Spots
Nov. 2012
53 53

\$138,850.00 \$138,850.00

Accepted			23.0	22.0	21.0	20.0	19.0	18.0	17.0	16.0	15.0	14.0	13.0	12.0	Line	
Accepted-Agency/Advertiser:			23.0 Normal Line / News (23)	22.0 Normal Line / News (22)	21.0 Normal Line / News (21)	20.0 Normal Line / SPOT (20)	19.0 Normal Line / News (19)	18.0 Normal Line / News (18)	17.0 Normal Line / Prime (17)	16.0 Normal Line / News (16)	15.0 Normal Line / News (15)	14.0 Normal Line / Prime (14)	13.0 Normal Line / Prime (13)	12.0 Normal Line / Prime (12)	Line Type / Break Type (Ref #)	
			11/05/12-11/06/12	11/05/12-11/06/12	11/05/12-11/06/12	11/05/12-11/06/12	11/05/12-11/06/12	11/04/12-11/04/12	11/04/12-11/04/12	11/03/12-11/03/12	11/03/12-11/03/12	11/02/12-11/02/12	11/02/12-11/02/12	11/01/12-11/01/12	Dates	
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Date:			:30 6P- 6:30P (MST)	:30 SP- 5:30P (MST)	:30 12P- 1P (MST)	:30 8A- 9A (MST)	:30 6A- 8A (MST)	:30 10P- 10:35P (MST)	:30 8P- CBS-The Good Wife (Sunday)	:30 10P- 10:35P (MST)	:30 SP- 6P (MST)	:30 9P- CBS-Blue Bloods (Friday)	:307:59:30P- CBS-CSI New York (Friday)	:30 9P- CBS-Elementary (Thursday)	Length Run Times	
Accepted-Station:	00)					ST)	od Wife	ST)		oods	CSI New	itary	mes	
-Station:	CONFIRMATION CONTRA		1	1	2	2	2								SPW Mo	
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Date:	CT	_	1 4	1 4	2	2	2 4	1 4		1 4	-	46	44			
;4			\$2,500.00	\$1,880.00	\$630.00	\$630.00	\$1,560.00	\$5,000.00	\$6,250.00	\$3,130.00	\$940.00	\$3,130.00	\$3,750.00	\$7,500.00	Rate	
Comments:			\$2,500.00	\$1,880.00	\$1,260.00	\$1,260.00	\$3,120.00	\$5,000.00	\$6,250.00	\$3,130.00	\$940.00	\$3,130.00	\$3,750.00	\$7,500.00	Total	
			\$2,500.00 Salt Lake City (KUTV)	\$1,880.00 Salt Lake City (KUTV)	\$1,260.00 Salt Lake City (KUTV)	\$1,260.00 Salt Lake City (KUTV)	\$3,120.00 Salt Lake City (KUTV)	\$5,000.00 Salt Lake City (KUTV)	\$6,250.00 Salt Lake City (KUTV)	\$3,130.00 Salt Lake City (KUTV)	\$940.00 Salt Lake City (KUTV)	\$3,130.00 Salt Lake City (KUTV)	\$3,750.00 Salt Lake City (KUTV)	\$7,500.00 Salt Lake City (KUTV)		
			ity (KUTV)	ity (KUTV)	ולץ (אטדע)	ity (KUTV)	ity (KUTV)	ity (KUTV)	Ity (KUTV)	ולץ (אטדע)	ity (KUTV)	ity (KUTV)	ity (KUTV)	Ity (KUTV)	Station	
					NEWS		NEWS	NEWS	GOOD WIFE	NEWS	NEWS	BLUE BLOODS	CSI NY	ELEMENTARY	Comments	
			10/24/12	10/24/12	10/24/12	10/24/12	10/24/12	10/24/12	10/24/12	10/24/12	10/24/12	10/24/12	10/24/12	10/24/12	Entered	

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Ste 306 Mentzer Media Services 600 Fairmount Ave Towson, MD 21286

> Phone/Fax Buyer Name Sales Office Salesperson

Comments Billing Type Account Types

CWA-LEGISLATIVE ACT

National/Political Issue Agency BRD

Sales Tax Net Total

\$118,022.50

Schedule Dates Contract # POLITICAL ISSUE (ns) (1187) Mentzer Media Services (1381) 1399748 10/29/12-11/06/12

Advertiser

CWA-LEGISLATIVE ACT (482107) Center for Women-Legislative Act Co (74872) CLOYD, ELISE TeleRep/DC, Washington DC (2995) (215) 564-1206 / (215) 564-1103 TeleRep Washington DC

Brand Product Agency

Demo ဝှဝ Order Type Entered By Date Entered Headline# Last Modified 10/24/12 06394497 8 Katie Freckleton 10/24/12 Normal A35+

Commission Commission % Package Deal 15.00 \$20,827.50

> Salt Lake City (KUTV)
>
> By Broadcast Month Spots
>
> Nov. 2012 53 Grand Total: ដ \$138,850.00 \$138,850.00

Accepted			0.96	25.0	24.0	Line
Accepted-Agency/Advertiser:			26 0 Normal Line / Prime (26)	25.0 Normal Line / SPOT (25)	24.0 Normal Line / News (24)	Line Type / Break Type (Ref #)
			11/05/12-11/05/12	11/05/12-11/06/12	11/05/12-11/06/12	Dates
				ш	ı	Sec
Date:		İ,	۵	ü	lii.	Sec Length
Accepted-Station:	COI	(Monday)	0 9P- CBS-Hawaii Five-O	:30 10:35P- 11:38P (MST)	:30 10P- 10:35P (MST)	Run Times
Station:	<u></u>			ш		SPW Mo
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	CONFIRMATION CONTRACT			1	1	Spots
Date:	***************************************		\$6,250.00	\$1,250.00	\$5,000.00	Rate
Comments:			\$6,250.00	\$1,250.00 \$	\$5,000.00 \$	Total
			\$6,250.00 Salt Lake City (KUTV)	\$1,250.00 Salt Lake City (KUTV)	\$5,000.00 Salt Lake City (KUTV)	Station
			HAWAII FIVE O	LETTERMAN		Comments
			10/24/12	10/24/12	10/24/12	Entered

Printed At: 02:15 PM on Thursday, October 25 2012

REP HEADLINE# 6394497
*** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY CI
ORDER WORKSHEET HJ

AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP

OCT24/12 11.19
*** KUTV-TV ***

ADV # ADV.	V. NAME ISS/CWA-LEGISLATIVE ACT CO	REP.# OFF.# SALESMAN # QUV
**************************************	V NAME MENTZER MEDIA SERVICES, INC.	BUYER NAME ELISE CLOYD
50+	600 FAIRMOUNT	SALES PRSN WA- CHERYL BLAIR
1399748	Towson, MD 21286	
ORDER # WWW.	CONTRACT # 6394497	CLASS: NATL. LOCAL REGIONAL
PRDCT CWA-LEGISLATIVE ACT	TIVE ACT EST#2118 COMMENTS: (LINE, ORDER, INVOICE)	, INVOICE)
FLIGHT DATES OCT29/12	/12 NOV6/12 WK-2	
CITY TAX	STATE TAXCO-OP BILLING NEE	NEEDEDDATE_OCT24/1211.19

REP: TO SHANNON
FR LINDSEY FOR CHERYL
NEW ORDER
TTLS \$138,850
PLEASE CONFIRM, THANKS!

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING -AGENCY IDB #1021

AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

1#JOUNDS

PROGRAM : NEWS 800A-900A	X 600A-800A	AGENCY ADVERTISER CODE =	:LINE#:REP :CD: TIME PERIOD
30	30 🗸	UH H	: LGTH : SEC
\$630.00	\$1,560.00	AGENCY EST#	: RATE
10/29	10/29	= 2118	: START
11/2	11/2		: END
(Jī	ω		END :SPTS: WEEK
М- н	M – म		HEEK: DAYS
ហ	ω		:TOTL:

PROGRAM :

CBS THIS AM

OCT24/12 11.19
*** KUTV-TV ***

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*	1200N-100P	30 🗸		\$630.00	10/29	11/2	ഗ	M-F	ហ
SRAM	: NOON NEWS								
×	500P-530P	30 🗸		\$1,880.00	10/29	11/2	(Jī	М— н	U
PROGRAM :	NEWS								
×	600P-630P	30		\$2,500.00	10/29	11/2	ω	전 - _변	ω
RAM	: NEWS								
×	1000P-1035P	30		\$5,000.00	10/29	11/2	Ω	M-F	ហ
MA	: NEWS								
×	1035P-1138P	30 🗸		\$1,250.00	10/29	11/2	ហ	M-F	ហ
PROGRAM	: LETTERMAN								
×	700P-800P	30		\$7,500.00	10/30	10/30	₽	TUE	1
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PROGRAM	: NCIS LA								
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×	800P-900P	30		\$3,750.00	11/2	11/2	Ħ	FRI	Н
	: CSI NY								
*	900P-1000P	30	<u> </u>	\$3,130.00	11/2	11/2	נו	FRI	 7
RAM	: BLUE BLOODS								

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.19 *** KUTV-TV ***

:LINE#:REP :CD:	TIME PERIOD :	LGTH :	SEC:	RATE	: START	: END : DATE	:SPTS:	WEEK: DAYS	:TOTL:
*	500P-600P	30	<	\$940.00	11/3	11/3	Н	SAT	1
PROGRAM :	2NEWS								
*	1000P-1035P	30	<	\$3,130.00	11/3	11/3	Н	SAT	卢
PROGRAM :	NEWS								
*	800P-900P	30	<	\$6,250.00	11/4	11/4	Н	SUN	₽
PROGRAM :	GOOD WIFE								
*	1000P-1035P	30	<	\$5,000.00	11/4	11/4	Н	SUN	Н
PROGRAM :	KUTV NEWS								
×	600A-800A	30	<	\$1,560.00	11/5	11/6	N	M-TU	N
PROGRAM :	NEWS								
*	800A-900A	30	<	\$630.00	11/5	11/6	N	M-TU	N
PROGRAM :	CBS THIS AM								
*	1200N-100P	30	<	\$630.00	11/5	11/6	N	M-TU	Ν
PROGRAM :	NOON NEWS								
×	500P-530P	30	<	\$1,880.00	11/5	11/6	1	M-TU	₽
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PROGRAM :	NEWS								
×	1035P-1138P	30	<	\$1,250.00	11/5	11/6	Ч	M-TU	Ь
PROGRAM :	LETTERMAN								
	900P-1000P	30	<	\$6,250.00	11/5	11/5	1	MON	Ļ
PROGRAM :	HAWAII 5-0								

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.19 *** KUTV-TV ***

NOV/12 :LINE#:REP :CD: 138850.00 TIME PERIOD LGTH S E C RATE START END :SPTS: WEEK : DATE : /WK: INVT : CONTRACT TOTAL TOTAL SPOTS DAYS 138850.00 : TOTL:

KUTV 448

KTVX 12% KMYU 0%

KSL

21%

KSTU 15%

KUCW 0%

KJZZ 8%

KCSG 0%

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

	l Location:			Da	ite
I, Lauren Schudo hereby reque	nmacher est station time conce	erning the foll	owing issue:		
Concerned Wor	men for America Leg	gislative Actio	on Committee		
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				
Total Charg	jes: \$		GROSS		
This broadcast ti	ime will be used by:	Concerned W	omen for Ame	erica Legislative A	action Committee
	rogramming (i				
	□ Yes			□ No	

importance, list the name of	nunicates a message relating to the legally qualified candidate(e date(s) of the election(s) (if ap	s) the programming refere to the
	N/A	
For programming that "comm importance," attach Agreed U	unicates a message relating to a pon Schedule (Page 3)	ny political matter of national
I represent that the payment for	or the above described broadcas	t time has been furnished by:
	Women for America ve Action Committee	
and you are authorized to anno furnishing the payment, if other	unce the time as paid for by suc r than an individual person, is:	ch person or entity. The entity
🛭 a corporation; 🗌 a com	mittee; 🗌 an association; 🗀	or other unincorporated group.
The names, offices, and addres agents of the entity are named l	ses of the chief executive office below (may be attached separate	ers, directors, and/or authorized
THIS STATION DOES NOT DOF RACE OR ETHNICITY IN	ISCRIMINATE OR PERMIT THE PLACEMENT OF ADVE	DISCRIMINATION ON THE BASIS
I agree to indemnify and hold har reasonable attorney's fees, that ma advertisement(s). For the above-t transcript, or tape, which will be before the time of the scheduled	y ensue from the broadcast of the stated broadcast(s), I also agree to the station at lea	he above-requested
	NED BY ISSUE ADV	'ERTISER
_7/18/11 Vel.	Jan Man S.	202-488-7000
	Signature	Contact Phone Number
TO BE SIGN	ED BY'STATION RE	PRESENTATIVE
☐ Accepted	Accepted in Part	☐ Rejected
Signature	Printed Name	Title

Concerned Women for America Legislative Action Committee

1015 Fifteenth Street, N.W., Suite 1100 Washington, D.C. 20005

(202)-488-7000

Penny Nance, Chief Executive Officer Lee LaHaye, Chief Financial Officer Betty Lou Martin, Treasurer



Client Information Request Form Issue

Advertiser Group Name:

Concerned Women for America
Legislative Action Committee

Address:

1015 15th St., N.W., Suite 1100

City, State & Zip Code:

Washington, D.C. 20005

Phone: 202-488-7000

Fax: 202-488-0806

Executive Director or

President

Penny Nance

Group Treasurer

Betty Lou Martin

